



Please write clearly in block capitals.

Centre number

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Candidate number

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Surname

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Forename(s)

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Candidate signature

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I declare this is my own work.

A-level MEDIA STUDIES

Paper 1 Media One

Monday 20 May 2024

Afternoon

Time allowed: 2 hours

Materials

There are no other materials for this paper.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information

- The marks for each question are shown in brackets.
- The maximum mark for this paper is 84.
- You are reminded of the need for good English and clear presentation in your answers.
- This paper is divided into two sections.
- Question **04** is an extended response question in which you will be rewarded for your ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
TOTAL	



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Section A

Media Language and Media Representations

Answer **all** questions in the spaces provided.

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Figure 1 is an advertisement for Omega watches which refers to the film *Skyfall*, part of the James Bond spy thriller franchise.

Figure 1

Figure 1 cannot be reproduced here due to third-party copyright restrictions.

The advertisement can be viewed at:

<https://www.fratellowatches.com/best-omega-watches-daniel-craig-james-bond-era/#gref>



Analyse how genre is used to advertise the product in **Figure 1**.

[8 marks]

8

Turn over for the next question

Turn over ►



[12 marks]

[illegible]

12



[9 marks]

[illegible]

9

Turn over ►



You should refer to the Close Study Products *Sephora* and *Score* to support your answer.

[illegible]

[illegible]

Turn over for Section B

Section B**Media Industries and Media Audiences**Answer **all** questions in the spaces provided.

For each question completely fill in the circle alongside the appropriate answers.

CORRECT METHOD



WRONG METHODS



If you want to change your answer you must cross out your original answer as shown.



If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.

**0 5 . 1**Which **three** of the following terms are associated with Curran and Seaton's ideas about power and media industries?Shade **three** circles only.**[3 marks]****A** cognitive surplus☐**B** deregulation☐**C** globalisation☐**D** mainstreaming☐**E** mass amateurisation☐**F** media concentration☐**0 5 . 2**

Briefly explain the media term 'textual poaching'.

Give an example of textual poaching from the media.

[3 marks]



[9 marks]

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

9

How far do you agree that identifying and then addressing a target audience is vital to a media product's success?

[20 marks]

[illegible]

[illegible]

END OF QUESTIONS



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1 6



2 4 6 A 7 5 7 2 / 1

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